

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for creating a promotional event calendar, useful in association with at least one store, the apparatus comprising:
 - an econometric engine for modeling sales as a function of price to create a sales model;
 - a financial model engine for modeling costs to create a cost model;
 - a promotional engine coupled to the econometric engine, and financial model engine to receive input from the econometric engine and financial model engine, wherein the promotional engine analyzes a plurality of offers, ~~offers and~~ a plurality of promotional events, and conditions from the at least one store to optimally match offers with promotional events to create a promotional event calendar subject to the conditions from the at least one store.
2. (Currently Amended) The apparatus, as recited in claim 1, wherein the promotional engine further comprises a temporary price reduction optimizing engine for optimizing temporary price reduction prices after the promotional events and offers have been selected.[[.]].
3. (Original) The apparatus, as recited in claim 2, further comprising a support tool connected to the promotional engine wherein the support tool receives the promotional event calendar from the promotional engine and provides a user interface to a client, wherein the user interface provides the promotional event calendar to the client.
4. (Original) The apparatus, as recited in claim 1, wherein the promotional engine calculates the value of offers and the value of promotional events by using the financial model and sales model and selects combinations of the offers and the promotional events.

5. (Currently Amended) A computer-implemented method for creating a promotional event calendar, comprising:

- creating a sales model;
- creating a cost model;
- determining conditions from at least one store;
- determining the value of offers using the sales model and cost model;
- determining the value of promotional events using the sales model and cost model; and
- selecting combinations of the offers and promotional events based on the determined values to create a promotion event calendar subject to the conditions from the at least one store.

6. (Currently Amended) The computer-implemented method, as recited in claim 5, wherein the creating of the sales model comprises:

- creating a plurality of demand groups, wherein each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products;
- creating a sales model for each demand group; and
- creating a market share model for each product in each demand group.

7. (Currently Amended) The computer-implemented method, as recited in claim 6, further comprising the step of estimating net profit from the selected combination of offers and promotional events using the sales model and cost model.

8. (Currently Amended) A computer-implemented method for creating a promotional event calendar, comprising:

- creating a sales model, comprising:
 - creating a plurality of demand groups, wherein each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products;
 - creating a sales model for each demand group; and
 - creating a market share model for each product in each demand group;
- creating a cost model;
- determining conditions from at least one store;
- determining the value of offers using the sales model and cost model;
- determining the value of promotional events using the sales model and cost model;

selecting combinations of offers and promotional events based on the determined values to create a promotion event calendar subject to the conditions from the at least one store; and
estimating net profit from the selected combination of offers and promotional events using the sales model and cost model.

9. (New) The apparatus as recited in claim 1, wherein the conditions from the at least one store include ad space capacity.
10. (New) The apparatus as recited in claim 1, wherein the conditions from the at least one store include display space capacity.
11. (New) The computer-implemented method as recited in claim 5, wherein the conditions from the at least one store include ad space capacity.
12. (New) The computer-implemented method as recited in claim 5, wherein the conditions from the at least one store include display space capacity.
13. (New) The computer-implemented method as recited in claim 8, wherein the conditions from the at least one store include ad space capacity.
14. (New) The computer-implemented method as recited in claim 8, wherein the conditions from the at least one store include display space capacity.
15. (New) The apparatus as recited in claim 1, wherein the matching of offers with promotional events includes solving an integer problem.
16. (New) The computer-implemented method as recited in claim 5, wherein the selection of combinations of offers and promotional events includes solving an integer problem.
17. (New) The computer-implemented method as recited in claim 8, wherein the selection of combinations of offers and promotional events includes solving an integer problem.